



Melrose BID
Board of Directors:

June 15, 2018

Deny Weintraub
President

Fellow Melrose Business Improvement District Property Owners & Stakeholders:

Silvia Weintraub
Corporate Secretary

No one can doubt that when the BID was established in 2014, that the District has vastly degraded from its former status as a world-renowned shopping district and it was on a downward trajectory.

Julian Chicha
Treasurer

Pierson Blaetz
*Greenway Arts Alliance/
Melrose Trading Post*

The BID's Board, which is composed of long-term local property and business owners, initially wanted to address the area's basic needs and supplement City services which have been inadequate. Consequently their focus has been: **CLEANLINESS, SAFETY, and PARKING.**

Isack Fadlon
Sportie LA

Daniel Farasat
Tiger West Capital

Fred Rosenthal
Ametron Audio/Visual

Donald R. Duckworth
Executive Director

With respect to **LANDSCAPING, SANITATION, & BEAUTIFICATION SERVICES**, the Board is proud to have initiated a clean streets program that currently picks up 7.3 tons of trash and debris per month from the BID's trash receptacles and streets. Sidewalk trash receptacles are collected 3 to 4 times per week. Without BID services that trash and debris would be left to accumulate on the streets and sidewalks and would soon render our area inhospitable to business. Once per week porter service to remove graffiti, stickers, and special debris collection is also provided. These services are closely tied to managing homelessness on Melrose. Furniture, old mattresses, or even cardboard that is left in the alley quickly becomes a homeless encampment overnight and that quickly becomes roof-top living with open fires that have endangered our buildings. In addition, the BID performs once a month sidewalk pressure washing so that the Melrose customer experience is clean and comfortable. Given our competition from the surrounding areas, anything less would be disastrous for our businesses.

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The BID has implemented effective **SECURITY AMBASSADOR SERVICES** that function as both unarmed security and an ambassador. A detailed program activities log is kept; we've responded to 1,750 "calls" since the service was initiated in September 2016. (26.5% are business initiated; 88.5% are transient related; 1.7% are at least potentially "violent.") In 2017 two patrol persons worked for much of

the year on a 7-day, 8-hours per day schedule based upon business and property owners' requests; it was a difficult year. When our available funds were spent we had to scale back to a single officer on a 40-hour, variable, 5-day schedule. Our BID Security Ambassador is effective at managing homeless issues, restricting petty crime, and has even facilitated a felony arrest or two through keen observation and quick contact to appropriate LAPD resources. We have instituted a "closed Facebook page" for Melrose businesses to strengthen their independent capacity and harden the target. Current Melrose BID Security Ambassador Services have earned high praise from LAPD's Commanding Officer and sworn officers. (See the attached letter from LAPD Wilshire Division Commanding Officer Anthony Oddo.) LAPD Sr. Lead Officers, Inga Wecker and David Cordova usually attend monthly Melrose BID Board meetings to hear our concerns and work with us on how to best keep the area safe. Also, ask your tenants about the popularity and effectiveness of this program. Its success and importance is reflected in the fact that Melrose property and business owners have overwhelmingly requested its expansion from the current 5-day schedule to the proposed 7-day schedule upon BID Renewal.

As is its practice for all its services, the Melrose BID Board competitively bid for Security Ambassador Services. Current Melrose BID services operate on a minimal budget of about \$85,000 per year. Other security companies required minimum staffing plans based upon officer safety concerns that increased costs to as much as \$100,000 per year (United Protection Services, the Hollywood Media District vendor) and higher (Andrews International, the Hollywood BIDs and The Grove vendor).

Another indicator of the BID's **SECURITY AMBASSADOR SERVICES** success has been the **MELROSE ACTION NEIGHBORHOOD WATCH** group's interest in "sub-contracting" for services to be provided in the close-by residential neighborhoods. (See the attached letter commending our security program.)

In regard to **PARKING**, we have achieved many of our short-term goals while we continue to work towards many long term goals. We have implemented a creative solution by introducing a BID-operated valet program in portions of the District, which property owners have utilized to obtain City approvals for "changes of use" from retail to restaurant despite the subject property not having sufficient parking on its own site. This has been utilized by about 5 projects that would not have been able to open if not for the BID's efforts. (The BID can help you do the same where feasible.) Further, the BID successfully petitioned the City to remove the peak hour AM parking restriction,

which stifled the business of many food related uses. The City has removed the AM "NO PARKING" signs. We have also addressed excess loading zones, unnecessary red zones, and residential limited parking with the intent to increase the number of parking spaces available.

In terms of long term "BIG PICTURE" progress, the BID has created a Melrose Future Vision Strategic Action Plan (available for everyone's review) which provides a step-by-step guide to business revitalization. Assuming that the BID is renewed, aspects of this Plan will be constructed beginning in 2020 through a **\$4 MILLION MTA GRANT** that the BID sponsored to improve the pedestrian uses in the District. This is the first new capital improvement money that has been brought to Melrose that any of our long-term owners can remember! The Melrose BID has truly leveraged its resources and relationships effectively. We believe the grant and its benefits speak for itself.

There is also a "**GENERAL BENEFIT CONTRIBUTION**" from the City of \$36,564 / yr. that the Melrose BID receives every year that the BID operates. This funding would not exist if it were not for the BID.

We also encourage you to reach out to Councilman Koretz's Office to see if they deem the Melrose BID as a net benefit for the area. As reflected in the attached letter from the City Council Member, we believe they will also confirm that the Melrose BID has been an extremely effective advocate for the District and its property owners.

CONCLUSION

The Melrose BID Board meets monthly and encourages all property owners to attend these meetings and to join with the Board and/or its committees. The Board wants and needs more input from District property owners.

To drop the BID would be a disaster to our relationship with other political and governmental agencies in the City and the work to develop it will never be matched by the tremendous efforts spent the last seven years. (See the attached letters of support from the Mid-City West Neighborhood Council and the Greater Wilshire Neighborhood Council.) Negative comments from a few stakeholders are ridiculous when so few of those people ever made any effort to come to meetings or get involved in the past. The running of the BID takes a lot of oversight and don't be fooled that it can be done with a few volunteer hours per week.

Speaking for all of the current Board members, we are so grateful to have so much community support (**NEARLY 55% of the property owners have supported the Board and BID renewal**) and we truly love the vibrancy of this street. Many of our stakeholders are second generation owners who remember vividly the excitement when Melrose was in its heyday and was known as one of the most exciting streets in the world. We all want to restore that legacy!

Thanks again,

Denis M. Weintraub
President
Melrose Business Improvement District